

Custom Consulting Services

DFC Intelligence analysts have over 50 years of combined experience in the game industry. Custom projects have been done for leading hardware manufacturers, publishers, developers, investors and media companies.



For more detailed information about these services
please contact Ozzie Monge at
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DFC Custom Research Services and Data Tracking

Product Analysis and Forecasting:

DFC Intelligence can do title-specific sales forecasting for an individual upcoming game title. Forecasting is based on over 14-years of sales data and DFC's proprietary forecasting methodology. Turnaround is 1 to 2 weeks. For a sample hypothetical product forecast contact Ozzie Monge at omonge@dfcint.com

Custom Surveying and Panels:

DFC Intelligence has access to a worldwide panel of millions of game consumers. Custom surveys can be done by specific gamer type (including specific games played), game playing habits, hardware system, individual country and many other specific variables.

Strategic Consulting, Business Planning and Business Model Analysis:

Subscribers to DFC Intelligence's full research package have the ability to obtain custom services tailored to their specific needs at a discounted rate.

Forecasting and Reporting Tools:

DFC Intelligence has the ability to develop custom reporting tools that allow companies to better manipulate their existing research data across the entire organization.



Custom Surveys and Panels

- Relationships with several companies that provide access to a deep pool of global consumers that can be surveyed in a very detail and cost effective manner.
- Conduct custom surveys and provide ongoing consumer panels
- Access to a pool of millions of game players around the world
- Consumers can be surveyed by:
 - location
 - demographics
 - games played
 - amount of time played
 - combinations of those variables
- Surveys and panels can be custom designed and delivered on an ongoing basis

Partner Surveys

- In combination with research partners, DFC is releasing off-the-shelf consumer surveys in combination with research partners
- PC Hardware
 - Partnership with GameShadow: allows for tracking

PC hardware of game consumers
Ability to monitor titles installed by name, location, hardware (CPU, graphics, memory, OS)
Off-the-shelf surveys on MMOGs and FPS titles
Ability to provide custom ongoing data delivery services

- Xbox Live
 - Tracking and surveying of Xbox Live users, Twitter users and others in partnership with GamerDNA
- Japan
 - Partnership with Enterbrain to efficiently track consumers in Japan
- China
 - Partnership with Niko Partners to provide consumer surveys of consumers in China

Inventory and Buzz Tracking

- Provide custom inventory tracking at retailers around the global
- Ability to track retail availability and pricing for all major retail SKUs
- Can customize delivery to each client based on needs
- Through the use of web crawling technology, DFC can track the online "buzz" around products, including whether comments are positive or negative.

Data Integration

- Build custom reporting based on a clients internal data sources
- Create regular data reports that can be used company wide
- Insure consistent internal reporting across the company
- Build tools for generating regular reports and presentations